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Winthrop IMC Student Earns Award for Internship Excellence

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Winthrop IMC Student Earns Award for Internship Excellence

Quick Facts

- Masson was presented with a \$1,000 scholarship check for tuition.
- She is an integrated marketing communication major from France.



From left to right, Marilyn Sarow, acting chair of the Department of Mass Communication; Audrey Masson; Thibaut "Tebow" Taquet, ESICAD director; and Bonnye Stuart, mass communication instructor.

ROCK HILL, SOUTH CAROLINA - **Audrey Masson**, a French student in the mass communication department's **integrated marketing communication program** at Winthrop University, has won not only a prestigious honor, but also scholarship money for her excellent work during her internship.

Masson interned this summer for **American Textile Recycling Services** in Chino, California, and enjoyed the distinction of being recognized as the "Outstanding Intern." She earned this honor by winning weekly public relations strategizing projects that were given to all interns. American Textile Recycling Services is excited about this honor and is planning a publicity blitz to announce the news in its

industry.

This fall Masson was presented with a \$1,000 scholarship check for tuition.

Sarah DeCarlo, Masson's supervisor, commissioned a giant check to be sent to Winthrop for a media/photo session. The check presentation was featured in the campus news program, Winthrop Close-Up. "We are very impressed with Audrey's work over the summer," said DeCarlo.

Masson is a French student in ESICAD, a program that brings 10-16 students every spring semester to study in **Winthrop's Department of Mass Communication**.

Bonnye Stuart, internship faculty advisor, is working with the company to place other students in its internship program. "This is a great internship and students get professional experience in diverse projects," says Stuart.

American Textile Recycling Services is "The Fastest Growing Textile Recycling Company in the USA" according to DeCarlo, and the company was happy with the quality of Winthrop students. "We look forward to possibly having future interns from Winthrop," says DeCarlo.

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